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SUSTAINABILITY REPORT 2017

Göteborg & Co AB (Reg. no. 556428-0369)

Göteborg & Co's task is to market and contribute to the development of Gothenburg as a city of tourism, meetings and events. The company serves as a collaboration platform for the hospitality industry. The owner is the City of Gothenburg. Read more at www.goteborgco.se

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MORE VISITORS AND MORE RESIDENTS ALL YEAR ROUND

Gothenburg is steadily growing. Today the metropolitan region of Gothenburg has over one million inhabitants, and nearly five million guest nights are spent in the city per year by visitors. There are fewer low seasons and more periods with high hotel coverage.

A summary of 2017 clearly shows that Gothenburg attracts visitors all year round. Although summer will always be the unrivalled high season, guest nights are now spread out more over all the seasons. Guest nights in Gothenburg increased by 17% during the destination's business plan period for 2015–2017. This was significantly above target. International guest nights have increased at twice the rate of Swedish guest nights.

Many of the new visitors are visiting Gothenburg on business as a result of the buoyant local industry. However, there is a growing percentage of leisure visitors, which is indicated by the fact that hotels are almost full to capacity during the summer and certain bank holidays.

The meeting industry is booming and Gothenburg has been ranked as the world's leading destination for sustainable meetings in the Global Destination Sustainability Index for two years running. The city has firmly established its position as a sustainable meeting destination.

The events held here serve as an important showcase for the destination while offering local residents events and experiences in their home city. Hundreds of thousands of visitors come to Gothenburg year after year attracted by annually recurring events as well as festivals, concerts and cultural experiences. The Longines FEI European Championships in August was a fantastic event from a sports perspective. However, it made a financial loss which is still being investigated at the time of writing.

Looking forward, Gothenburg will host several major meetings and events in 2018. The Volvo Ocean Race, EuroPride together with the Gothenburg Culture Festival and Nordea Masters are just a few. This is also the year when the countdown to Gothenburg's 400th anniversary really

starts, with only three years to go.

Our goal by 2021 is for Gothenburg to set an international example by constantly challenging every aspect of sustainability. This year we have prepared a separate sustainability report to describe the work we carry out to achieve our goals in this area. As a basis for the report, we conducted a stakeholder dialogue and materiality analysis to help establish concrete focus areas for sustainable development.

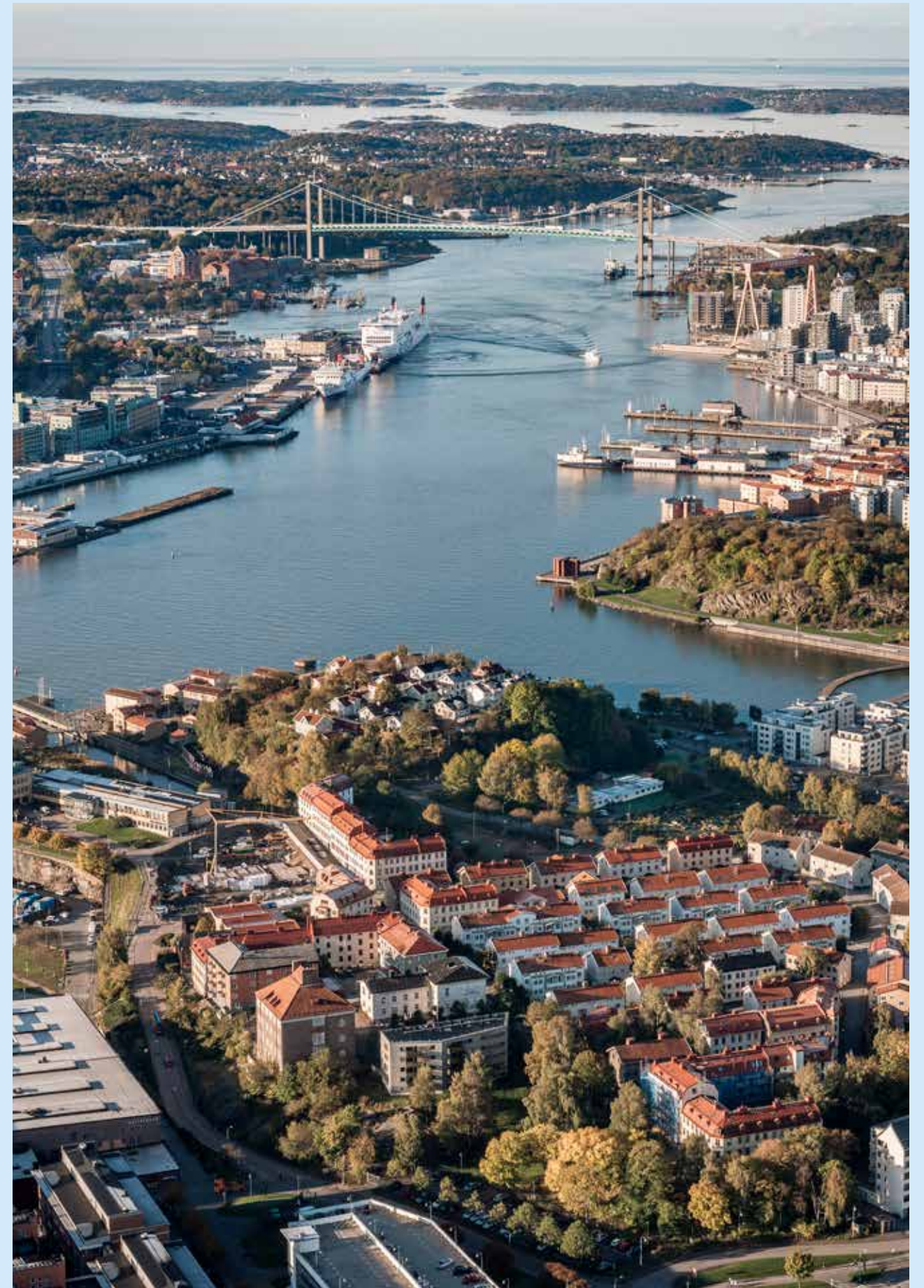
During the year we developed sustainability strategies for the destination and the company which clarify our goals and support the implementation and follow-up of our sustainability efforts. This means that we also adhere to the Global Compact's ten principles for sustainable development.

Gothenburg faces many challenges ahead as many large and resource-intensive projects will be carried out simultaneously. However, stakeholders in the hospitality industry have strong confidence in the future, as is shown in the new strategic plan for the destination that was drawn up in 2017 for the coming three years. "The City of Gothenburg's programme for the hospitality industry's development until 2030" is an important complement to the strategic plan.

The hospitality industry has a crucial role to play in building a better Gothenburg together. There are enormous opportunities for delivering even more benefits to residents, in addition to building the destination's brand and boosting sustainable development and employment. It is this role that we aim to develop over the coming years in collaboration with the rest of the city, the region and the growing hospitality industry.

Thank you for a fantastic 2017. You have helped us pave the way to an even better 2018.

Camilla Nyman, CEO
Göteborg & Co



ABOUT GÖTEBORG & CO

Göteborg & Co has the task of marketing and taking part in the development of Gothenburg as a city of tourism, meetings and events. Every year, more and more people come to Gothenburg as private tourists, meeting delegates and event visitors. This generates thousands of jobs, valuable revenue and excellent conditions for sustainable development.

GÖTEBORG & CO MAKES GOTHENBURG A STRONGER DESTINATION

Since 1991, Göteborg & Co has been the city's company for coordinating and organising development of the hospitality industry in the Gothenburg region in close collaboration with the city, industry and academia. The company recruits and arranges large meetings and events, as well as helps to create reasons for travel. The company generates commercial benefit for society by serving as a leading collaboration platform, driving Gothenburg's development as a destination, supporting sustainable growth in the hospitality industry and contributing to make the destination attractive as a place to visit and work. Overall, this benefits Gothenburg's residents and raises their quality of life.

🕒 Vision

Gothenburg should be a first choice among large cities in Europe by becoming one of Europe's most human and most attractive metropolitan areas to live in, work in and visit.

🎯 Core values

Human, inspiring, pluralistic. Our core values are at the heart of our brand and our operations and provide the foundation for all communication that relates to the destination.

🕒 Objective

By 2021 Gothenburg should set an international example by constantly challenging every aspect of sustainability.

GÖTEBORG & CO – WORKING IN PARTNERSHIP

Göteborg & Co AB is owned by the City of Gothenburg through Göteborg Stadshus AB. The company is part of the Tourism, Culture and Events cluster, together with Liseberg amusement park, Got Event and Gothenburg City Theatre. Since the merger with Göteborg & Co Kommunintressent AB in 2017, Göteborg & Co AB has been the parent company of the cluster. Since the autumn, the company has had a new ownership directive that reflects its roles

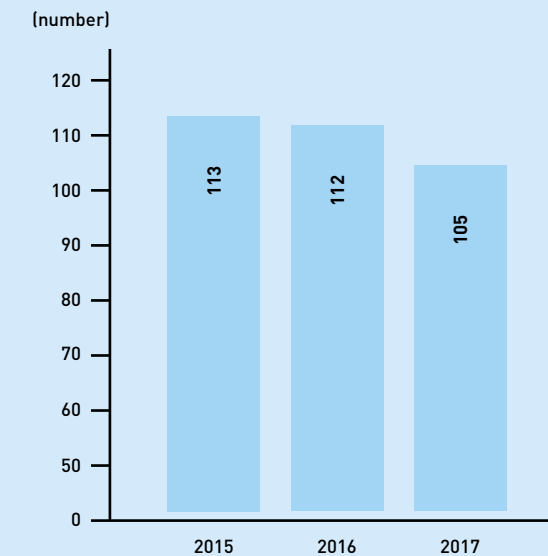
both as the parent company and as a destination development company. Göteborg & Co AB has general responsibility for managing and coordinating activities within the cluster as well as performing its own allocated tasks in the areas of tourism, meetings, events and culture. Access to culture should be promoted as a key element in developing the hospitality industry. The company also has general responsibility for the message with which Gothenburg will be marketed, both nationally and internationally, as a destination.

In cooperation with a large number of stakeholders, Göteborg & Co manages projects and initiatives in areas that are very important to the destination and its future development. Long-term partnerships between public and private stakeholders at local, regional national and international level play an important role in enhancing individual efforts. Collaboration with private industry takes place, for instance, via the Visitor Industry Forum, a platform made up of representatives from hotels, restaurants, transport companies, conference and exhibition centres and academia.

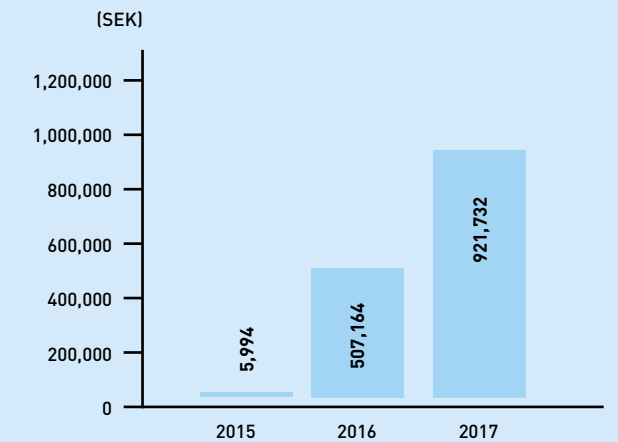
BUSINESS AREAS

- **Leisure tourism** – Markets Gothenburg as a destination, coordinates and assists stakeholders in developing products and experiences that make the city an even more attractive destination.
- **Meetings** – Markets and promotes Gothenburg as a city of meetings and drives the city's development as a globally leading destination for sustainable meetings.
- **Events** – Attracts, develops and implements events that strengthen Gothenburg's brand and make the city an even better place to visit, work and live in.
- **Trade & Industry Group** – A platform for collaboration between trade and industry, organisations, municipalities and academia to support development projects in the areas of Trade & Industry, Knowledge and Events & Culture.

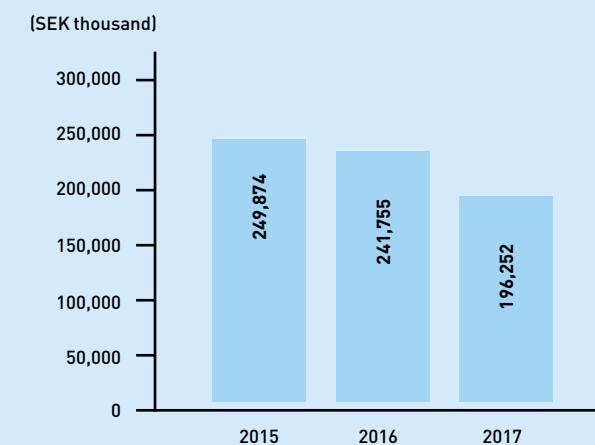
GÖTEBORG & CO IN FIGURES



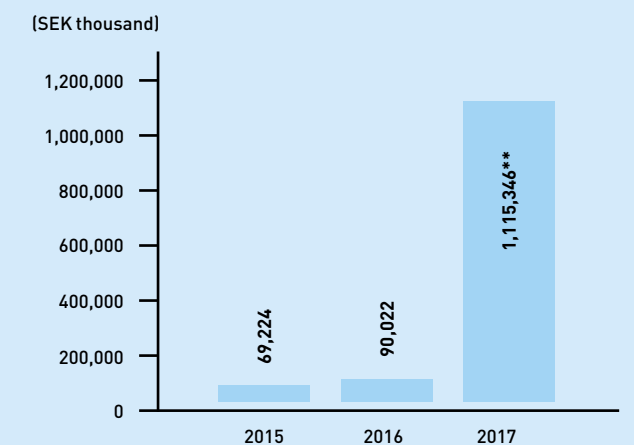
Average number of employees



Net profit for the year



Net sales*



Total assets

* Year-to-year variation in net sales primarily depends on how many events the company implements under its own management.

** Göteborg & Co Kommunintressent AB merged with Göteborg & Co AB on 28 June 2017.

GÖTEBORG & CO'S KEY SUSTAINABILITY ISSUES

Göteborg & Co strives to take economic, environmental and social responsibility. Through its collaborations, the company has opportunities to influence business partners and thus contribute to long-term sustainable growth in Gothenburg's hospitality industry.

GÖTEBORG & CO'S SUSTAINABILITY AREAS

Göteborg & Co's sustainability efforts can be divided into four areas:

- A welcoming destination with attractions and experiences for everyone
- An environmentally and climate-friendly destination
- Lasting positive effects for local community and industry
- Buoyant, thriving industry with favourable conditions

MATERIALITY ANALYSIS

In December 2017, a materiality analysis was carried out to identify the most important sustainability issues for Göteborg & Co to focus on in its operations and communications. About ten representatives of the company's most important stakeholders such as the owner, event organisers, hotels and tourism organisations, were interviewed to find out their views regarding the company's responsibilities in its four sustainability areas. The results from the stakeholder dialogue were discussed and processed during a workshop attended by representatives from different parts of the company. This resulted in the identification of twelve material sustainability aspects, which are listed to the right.

GENERAL GOVERNANCE

The company is governed at a general level by shareholder agreements/owner directives, the Municipal Council budget, the destinations and the company's three-year business plan and the City of Gothenburg's programme, policies and guidelines. The sustainability perspective is integrated into the relevant parts of the governing documents. Göteborg & Co gained its first environmental diploma in 2008 and has had a constantly evolving environmental management system in place ever since.

MATERIAL SUSTAINABILITY ISSUES

A welcoming destination with attractions and experiences for everyone

- Offer a wide variety of events and attractions aimed at different target groups.
- Make the destination, its events and attractions welcoming and accessible, especially with regard to special needs and language.
- Contribute to making experiences safe and secure.

An environmentally and climate-friendly destination

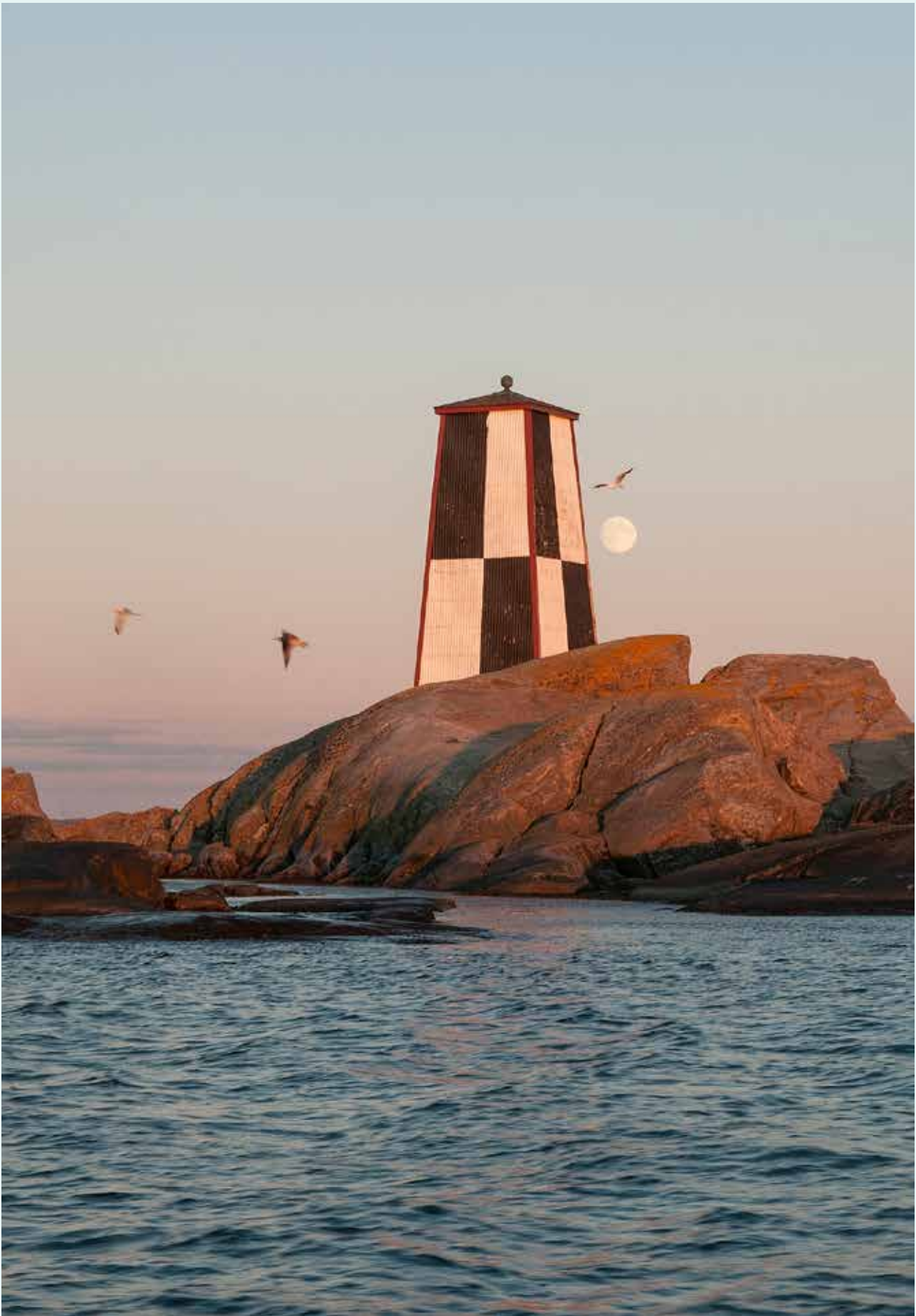
- Promote climate-friendly transport to and within Gothenburg.
- Encourage systematic sustainability management at meetings, events, hotels, facilities etc. by providing support and imposing demands.
- Promote sustainable food.

Lasting positive effects for local community and industry

- Promote tourism that contributes to positive development of the local community.
- Make use of meetings, projects and events to spotlight key social issues.

Buoyant, thriving industry with favourable conditions

- Raise trade and industry's profile as an attractive sector.
- Demand fair conditions.
- Ensure a healthy working environment for own employees.
- Work to combat corruption.





In 2016–2017 the company developed sustainability strategies for both the destination and the company. There is potential for improving the company’s sustainability efforts with regard to management, goals and follow-up. Consequently, in 2018 the company will continue to improve and consolidate its sustainability efforts in the most high-priority sustainability areas guided, among other things, by the results of the materiality analysis.

Göteborg & Co’s sustainability officer drives and develops the sustainability efforts in collaboration with the company’s various departments, and in 2017 reported to the events manager, who is part of the management team. The CEO is ultimately responsible for sustainability management. As of 1 January 2018, the sustainability officer will report to the administrative manager.

© CASE STUDY: WORLD LEADER IN SUSTAINABILITY IN 2017

The Global Destination Sustainability Index (GDSI) has confirmed for two consecutive years that Gothenburg is the world’s leading destination for sustainable meetings and events. The GDSI compares how well different cities meet a long list of sustainability criteria grouped into social, economic and ecological aspects. All cities are assessed on the basis of about 40 criteria such as recycling, waste management, gender equality, anti-corruption, environmental certification of hotels and facilities, green-

house gas emissions, accessibility and traffic conditions. The company’s initiatives, strategy and efforts to support, educate and develop trade and industry are also assessed. Gothenburg is awarded high scores in all areas. A high sustainability score makes Gothenburg more competitive against other cities in terms of attracting large meetings, events and investments.

Gothenburg also won the Innovation Award for the Got Event Tillgänglighet app, which is designed for all users who need signing/audio description or a hearing loop during events. The app provides assistance with interpreting and accessing information about events and related content and services. It was launched during the Longines FEI European Equestrian Championships, and was developed by Got Event AB.

Environmentally certified hotels and meeting facilities

In Gothenburg 93 % of all hotels and 100 % of meeting facilities are environmentally certified. According to the GDSI, this makes Gothenburg one of the world’s greenest cities for hotel accommodation. Göteborg & Co encourages hotels and facilities to become environmentally certified and supports them in the process, but it is their choice whether and how to get certification. Certification is done according to established standards such as the Nordic Swan, Swedish Environmental Base, Green Key or ISO 20121.

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The judges and I were incredibly impressed at the remarkable efforts and consistent progress made by the Gothenburg team. They demonstrated that even as a leader there is significant opportunity to engage stakeholders and collaborate to create new solutions that accelerate environmental, social and economic development.

GUY BIGWOOD,
DIRECTOR OF THE GDS-INDEX



A WELCOMING DESTINATION WITH ATTRACTIONS AND EXPERIENCES FOR EVERYONE

Integration is one of the biggest challenges faced by modern society.

The city's efforts to improve equality in Gothenburg are aimed at reducing disparities in living conditions and health. Göteborg & Co aims to make the events and experiences on offer in Gothenburg accessible to everyone regardless of gender, beliefs, ethnicity, sexual orientation, ability, age and language.

WIDE RANGE OF MEETINGS AND EVENTS

Everyone who visits or lives in Gothenburg should feel that they are part of the city and that the meetings and events that take place here are also for them. During the year, Göteborg & Co was involved in 127 events in various capacities. In addition, the company organised the following five events: the Gothenburg Culture Festival, Gothenburg Christmas City, the International Science Festival, the Gothenburg Award for Sustainable Development and Student Gothenburg. The Events business area works to broaden the range of events available to people of all ages, genders and backgrounds with the help of dedicated strategies, goals and methods. For example, Events has recruiting an international choral singing event to Gothenburg, and was involved in Tubecon (an event where young fans meet social media celebrities) being held in the city for the first time. The city space is often used as an arena to make all or parts of events accessible to more people. Events as diverse as the Nobel Week Dialogue, Gothenburg Culture Festival and sailing in Frihamnen harbour are open to everyone and free of charge. The Longines FEI European Equestrian Championships was also largely free of charge. The mix of events that the company was involved in during the year was 56 % sports events and 44 % musical and cultural events.

Göteborg & Co also markets Gothenburg as a meeting destination, focusing primarily on attracting major international scientific gatherings to Gothenburg. The company aims for meetings held in Gothenburg to be partly open to the public. Göteborg & Co was involved in attracting 58 meetings to Gothenburg in 2017, and in attracting 46 of the meetings to be held in 2018.

WELCOMING AND INCLUSIVE

Göteborg & Co aims to make events accessible to everyone, regardless of their abilities. Various measures are carried out to improve events' accessibility. For instance, para-equestrian dressage was included as a discipline in the Longines FEI European Championships in 2017. During the Longines FEI European Championships, Göteborg & Co initiated a collaboration with the Property and Land Management Office aimed at sharing concrete experiences with other organisers.

Göteborg & Co has no direct power to make decisions regarding the accessibility of meetings held in Gothenburg. However, the company promotes the development of accessibility in its collaborations with event organisers, meeting facilities and other venues in Gothenburg, which have a high and continuously increasing level of accessibility.

🕒 CASE STUDY: GOTHENBURG CULTURE FESTIVAL

The mission of the Gothenburg Culture Festival is to offer Gothenburg and Västra Götaland an annual event that contributes to creating a warmer, more human and more fun social climate. The Gothenburg Culture Festival has a varied content and is free of charge for everyone. Wherever possible access is provided for people with disabilities, for example platforms for wheelchairs, signing/audio description for people with visual/hearing impairments and multilingual information. The event is organised according to carefully structured values and has developed its own methods for promoting long-term social sustainability with a focus on diversity, gender equality and accessibility.



Gothenburg Culture Festival

The programme for the 2017 Gothenburg Culture Festival featured over 1,143 events of enormous variety. 2,800 people were involved in the programme, and the stage performers at the Festival were 51 % women and 49 % men. One of the main attractions in 2017 was the Teddybears concert at Götaplatsen, which drew large crowds.



The programme for the 2017 Gothenburg Culture Festival included over 1,143 events in a wide range of genres including theatre, dance, art, photography, music and food. The Festival attracted 1.1 million visitors, and 2,800 people were involved in the programme. In a questionnaire survey carried out after the event, 83 % of the respondents felt that the Festival offered something for everyone. The stage performers were 51 % women and 49 % men.

Gothenburg Culture Festival attracts people to the city centre who otherwise seldom go there. Mobility between urban districts is a key factor in combating segregation and in determining residents' sense of identity and engagement with the city they live in. 15 % of visitors at the 2017 Gothenburg Culture Festival had a language other than Swedish as their mother tongue.

Inclusive communication

Göteborg & Co is committed to promoting effective and inclusive communication. For instance, the company has guidelines for making the language in communications easy to understand and accessible for everyone. The images in the company's communications are carefully chosen to connect with a wide range of target groups.

The goteborg.com website is carefully designed for maximum accessibility. For example, people with impaired vision can get the entire website read aloud to them. Improvements in the graphic design of the website have also made the content clearer.

Safe and secure experiences

In recent years, the security situation in Europe has changed and people generally feel less safe. Göteborg & Co works proactively with, among other things, risk analysis and safety and emergency drills when planning events. In cases where Göteborg & Co is in contact with the organiser of an event, the company makes demands and gives advice to ensure that certain safety criteria are met. These

criteria vary according to the needs and requirements in connection with each individual event. Göteborg & Co also collaborates with authorities (police, emergency services, healthcare, traffic and public transport authorities etc.) in various networks, as well as in preparation for specific events.

Göteborg & Co is involved in a collaborative project between the Prehospital and Disaster Medicine Centre (PKMC) and the University of Gothenburg to develop a template containing questions for organisers regarding the event and its safety. It is hoped that this form will become part of the required paperwork when applying to the police for permission to organise an event.

A safe festival with no reported incidents

The Gothenburg Culture Festival is organised according to carefully structured values and the programme is systematically planned to offer a wide range of events and experiences. This has resulted in a safe and secure festival. The Gothenburg Culture Festival has strategically chosen not to allow beer tents at the Festival sites, resulting in an alcohol-free festival.

The Gothenburg Culture Festival has zero tolerance of all forms of violence and harassment. For the past two years, the police have monitored the Festival's large stages by CCTV, and a temporary police station has been installed at one of the Festival sites to facilitate reporting of crimes. Visitors at the Festival were urged from the stage and in the festival programme to take action and report any violence or harassment to the police. The Gothenburg Culture Festival's voluntary workers from Team Göteborg come from all parts of Gothenburg and have diverse ethnic backgrounds. Many of the event hosts have excellent knowledge of how to deal with younger visitors. As a combined result of the Festival's work with volunteers and safety groups, safety training for everyone and close police collaboration and presence, there have been zero reports of sexual attacks and harassment at the Gothenburg Culture Festival.



Sailing in Frihamnen



Longines FEI European Championships

AN ENVIRONMENTALLY AND CLIMATE-FRIENDLY DESTINATION

Climate sustainability is one of the most burning issues of our time. The City of Gothenburg aims to reduce its environmental and climate impact and become a sustainable city with globally and locally fair emission levels. Göteborg & Co contributes to this goal by promoting systematic environmental management at meetings, events and on the part of collaborative partners. Another important issue is the need to reduce environmental impact from transport.

CLIMATE-FRIENDLY TRANSPORT – A CHALLENGE

Increased tourism has a positive impact on local economy, but can cause negative impact on the environment. One of Göteborg & Co's tasks is to attract meetings, events and visitors to Gothenburg. This generates an increase in travel. Air travel is the dominant means of international transport today, and rail travel can currently not compete with it. 70 % of Gothenburg's visitors are Swedish, and most of these visitors travel to Gothenburg by car. As long as fossil-free transport options remain limited, an increase in travel is in conflict with the city's environmental sustainability goals.

However, Gothenburg has relatively favourable conditions for climate-friendly tourism. For instance, Göteborg-Landvetter Airport has the highest level of environmental certification, and over 90 % of person and vehicle kilometres in Gothenburg's public transport are undertaken with renewable energy. However, much remains to be done in this area. The whole of society depends on a large number of stakeholders in the transport sector, and the main ways in which Göteborg & Co can contribute to reducing environmental impact from transport are by advocating sustainable transport choices wherever possible and promoting a sustainable transport system.

ENCOURAGING USE OF PUBLIC TRANSPORT

There is information on www.goteborg.com on how visitors can travel to Gothenburg. In accordance with nudging principles, the most environmentally friendly option is listed first and air travel is listed last. In connection with attracting and organising meetings and events, visitors are encouraged to walk, cycle or take public transport.

In 2017, Göteborg & Co was commissioned by the Municipal Council to conduct a study on how visitors can be encouraged to choose sustainable transport methods when travelling to Gothenburg. In 2018, the company will produce information and guidelines on how to get more visitors to choose sustainable transport options.

SHORT DISTANCES REDUCE TRANSPORT

During the process of attracting meetings and events, emphasis is placed on the destination's competitive advantage of having "everything within walking distance" and the "all under one roof" concept offered by the Scandinavium arena and the Swedish Exhibition & Congress Centre. This, in turn, reduces the organisers' need for transport. Göteborg & Co has a long-standing dialogue with Västtrafik aimed at finding competitive and viable business models for offering public transport solutions to meeting delegates and in combination with event tickets. Organisers of meetings and events are currently offered public transport deals at discount prices.

TRANSPORT IS ALWAYS ON THE AGENDA

Göteborg & Co always raises the issue of travel and transport in dialogues with meeting and event organisers. If an event applies for an environmental diploma, transport issues are systematically addressed in the certification process. The aspects covered may include documentation of travel, vehicle requirements, collaboration with public transport and communication.

EMPLOYEES' WORK-RELATED TRAVEL

All travel undertaken by the company's employees must comply with our travel policy and be offset by the City of Gothenburg's internal climate compensation.



ENVIRONMENTAL CERTIFICATION HAS POSITIVE KNOCK-ON EFFECTS

The company encourages and urges all event organisers to develop their environmental and sustainability efforts, and offers organisers advice and support in this regard. Göteborg & Co aims for all events that the company has full or significant influence over to be certified with an environmental diploma. This goal was once again achieved in 2017. In 2017, four meetings and events managed by other organisers were certified with an environmental diploma as a result of Göteborg & Co's collaboration and support. Many event organisers have stepped up their sustainability efforts as a result of collaborating with Göteborg & Co, giving them the option of gaining an environmental diploma for their events later on.

To qualify for an environmental diploma, it is necessary to have an environmental management system that complies with Swedish Environmental Base criteria. An environmental management system is a tool that enables an organisation to systematically reduce environmental impact.

🕒 CASE STUDY: EUROPEAN CONFERENCE ON OPTICAL COMMUNICATION – ECOC 2017

In 2017, ECOC, one of the world's leading optical communication conferences, was held in Gothenburg. The event was organised by Chalmers University of Technology in collaboration with the RISE Acreo research institute, Ericsson AB, Telia AB and the Technical University of Denmark. ECOC was held at the Swedish Exhibition & Congress Centre and attracted a total of 5,900 visitors.

Early in the recruitment process, before the conference venue was decided, Göteborg & Co raised the issue of sustainability, and has continued to support the event's sustainability efforts throughout the planning process. Some 50 measures were taken to make ECOC more sustainable, which included imposing sustainability requirements on suppliers, giving donations to charity instead of gifts to speakers, and carbon offsetting of participants' air travel.

ECOC 2017 was awarded an environmental diploma according to the Swedish Environmental Base (Svensk Miljöbas) national standard, and is the largest international conference to gain an environmental diploma to date. Following the event's success in 2017, the ECOC's international organisation has included sustainability management in its manual and aims to continue focusing on sustainability in coming years.

GOTHENBURG – A FOODIE CITY

Food gives us pleasure and also creates jobs and growth. Food has long been a strategic reason for visiting Gothenburg. Restaurateurs and producers work together in a well-established partnership to raise Gothenburg's profile as a city of culinary experiences. Other crucial factors include the west Swedish regional collaboration, in which local food production plays a key role, and the need to create opportunities for small-scale producers to generate sustainable profits. The city of Gothenburg has also been promoting an organic profile to support local businesses. To ensure effective and strategic collaboration at all levels within the city and region with regard to food, Göteborg & Co heads the Food Strategy Group (Matstrategigruppen) for Gothenburg and western Sweden. Besides having good restaurants, being a foodie city also means having good quality school meals and favourable conditions for local producers. The Group works to promote sustainable food that represents the city and the region's diversity, and to have Sweden's best food in schools and elderly care.

Göteborg & Co promotes the development of sustainable restaurants and suppliers through its participation in meetings and events. Collaborative efforts and imposing demands are two key factors in this regard. For instance, in order to qualify for an environmental diploma, meetings and events must offer organic food and meals, vegetarian options and fish from sustainable stocks.

Göteborg & Co was also involved in initiating the Sustainable Restaurants network in Gothenburg, which consists of restaurants and suppliers dedicated to creating a more sustainable restaurant industry, for instance by raising levels of expertise, transparency and communication.

During the year, Göteborg & Co was represented on steering committees and councils dealing with environmental matters through:

- Sustainable Restaurants network
- Climate-friendly Holidays network
- Green Gothenburg
- FairTradeCity Göteborg
- GAME – Gothenburg Action for Management of the Environment

LASTING POSITIVE EFFECTS FOR LOCAL COMMUNITY AND INDUSTRY

The hospitality industry generates jobs and a wider offering of events and experiences, and contributes to making Gothenburg an even better city to live and work in. Göteborg & Co contributes commercial benefit to society by being a leading collaboration platform and driving sustainable development in the hospitality industry.

STRONG GROWTH

Tourism and hospitality in the Gothenburg region continue to enjoy strong growth. In 2017, Gothenburg hosted leading meetings and events that attracted many visitors. Ordinary private travel has also increased. Particularly in the summer, Gothenburg is a highly attractive destination. There has been a significant increase of visitors from Norway, by far Gothenburg's largest foreign market.

HOSPITALITY GENERATES JOBS

The hospitality industry boost employment by generating both basic and more highly qualified jobs. One of the major challenges in the hospitality industry is recruiting expertise, particularly in the restaurant sector. This gives many opportunities for young people and new residents to enter the labour market.

Göteborg & Co's job creation initiatives and activities have resulted in new trainee positions as well as concrete work opportunities. One initiative that the company is involved in is Skarpt Läge, a jobs fair that matches companies with young job seekers who have no prior work experience. Skarpt Läge achieved good results again, for instance by matching 203 people with jobs. The company also encourages other stakeholders to use events and the company's platforms as opportunities to create new jobs. For instance, the Painting Contractors' Association has made use of Gothenburg's upcoming 400th anniversary in 2021 to carry out the project "Let's Colour Gothenburg" in collaboration with the City of Gothenburg and local industry. This project has provided unemployed youths with training and employment in the painting industry. Göteborg & Co has also collaborated with the West Sweden Tourist Board and the Swedish Public Employment Service in projects that offer basic kitchen training and experience for people taking part in vocational schemes.

🕒 CASE STUDY: TEAM GÖTEBORG

Team Göteborg is a project that invites young people and adults to work as event hosts on a voluntary basis. This project reflects the diversity of the city, with hosts speaking a total of over 40 languages and representing every district. The project is primarily targeted at young people and aims to increase their employability by building self-confidence, experience, knowledge and a network of contacts. A total of 432 voluntary jobs were carried out under the Team Göteborg project in 2017, with many of the volunteers participating in more than one event.

EVENTS THAT BUILD BRIDGES

The hospitality industry helps to build bridges between people from different cultures and makes the city more attractive through a wider offering of culture, entertainment, restaurants, cafés, excursions and trade. Scientific gatherings and conferences also bring opportunities for developing expertise and research in both academia and industry. Göteborg & Co contributes by attracting meetings and gatherings to the city and striving to create a wide variety of events and experiences for everyone.

🕒 CASE STUDY: FUTURE SKILLS – A RESULT OF EUROSILLS

In December 2016, Gothenburg hosted EuroSkills, an international skills competition. Göteborg & Co led the project in collaboration with WorldSkills Sweden.

In connection with the event, the company conducted long-term, strategic efforts in collaboration with several stakeholders in the areas of skills provision and vocational training.

One of the results of the event was seen already in 2017, when Future Skills was held for the first time during the Gymnasiemässan high school fair, with the Trade & Industry Group (Näringslivsgruppen) as one of the project

Green and grand city

A "Green and grand city" was the focus theme for 2017 in preparation for Gothenburg's 400th anniversary. Under this theme, new green public areas were created in seven districts of the city as part of a major initiative called LandArt. In one of the LandArt projects, five pot-bellied pigs belonging to artist Tage Andersen were brought to the former prison yard in Härlanda, where they turned over the soil and helped prepare the ground for cultivation. This proved highly popular with the public. The picture shows Jaehyo Lee's installation in Gothenburg Botanical Garden.



partners. The purpose of Future Skills is to create an arena that gives young people a unique opportunity to forge contacts with a large number of companies, explore different industries, try various jobs and learn more about where jobs will be generated in the future. The visitors met representatives from universities, colleges, vocational colleges and overseas study programmes. The aim is to give young people equal opportunity to make informed study and vocational choices. Future Skills attracted 31,000 visitors.

GOTHENBURG’S 400TH ANNIVERSARY IN 2021

To celebrate Gothenburg’s 400th anniversary in 2021, various initiatives will be carried out to make Gothenburg an even better place. At the centre of these initiatives is a vision of earning Gothenburg an international reputation as a bold model for sustainable growth. In addition to the united efforts carried out in preparation for the anniversary celebrations in 2021, three main concepts have been developed: *Putting residents’ ideas into practice* is a concept revolving around participation and transparency, and has resulted in approximately twenty concrete anniversary initiatives; *Getting more stakeholders involved* focuses on anniversary initiatives carried out by the city, region, industry, associations and academia; *Focus year* had the theme “Green and grand city” in 2017, and approximately thirty administrations and companies carried out initiatives in all districts of Gothenburg, sometimes in collaboration with external stakeholders. LandArt was a collaborative green art initiative carried out during the focus year, which contributed to creating new green meeting places in seven districts of the city. Göteborg & Co has the task of managing, coordinating, promoting and monitoring the planning of Gothenburg’s 400th anniversary in 2021. The overall anniversary initiative has the aim of uniting the city and establishing lasting values for industry and the local community.

BE A TOURIST IN YOUR OWN CITY

Proud and welcoming inhabitants play a crucial role in marketing Gothenburg. Increased accessibility, mobility between districts and the provision of information about events in different parts of the city can help even more people discover what is on offer throughout the city and get the most out of living in Gothenburg. One of the Municipal Council’s foremost objectives is to “Provide more opportunities for residents of Gothenburg to be tourists in their own city”. Göteborg & Co is process owner for this objective. During 2017, several collaborations were initiated between urban districts and other process owners with the aim of improving equality in Gothenburg, finding new solutions and increasing mobility within the city.

OBJECTIVE FOR 2030 – DOUBLING TOURISM

The hospitality industry in Gothenburg has seen real growth every year since 1991. The process of developing

Gothenburg’s hospitality industry now continues with new challenges, renewed energy and new strategies. During 2016, the company collaborated extensively with stakeholders in the hospitality industry to develop a vision to double tourism in Gothenburg between 2015 and 2030. Fundamental to this vision is that the growth should take place as sustainably as possible. The goals from the previous business plan are the starting point for the journey towards 2030: Gothenburg will double its tourism by setting an international example and constantly challenging the various aspects of sustainability. This goal forms the basis of the proposal for “The City of Gothenburg’s programme for the hospitality industry’s development until 2030” which was developed during 2017. It describes strategic areas in which the City of Gothenburg can make concrete contributions to achieving this goal. The Municipal Council is expected to reach a decision about the programme in the spring of 2018.

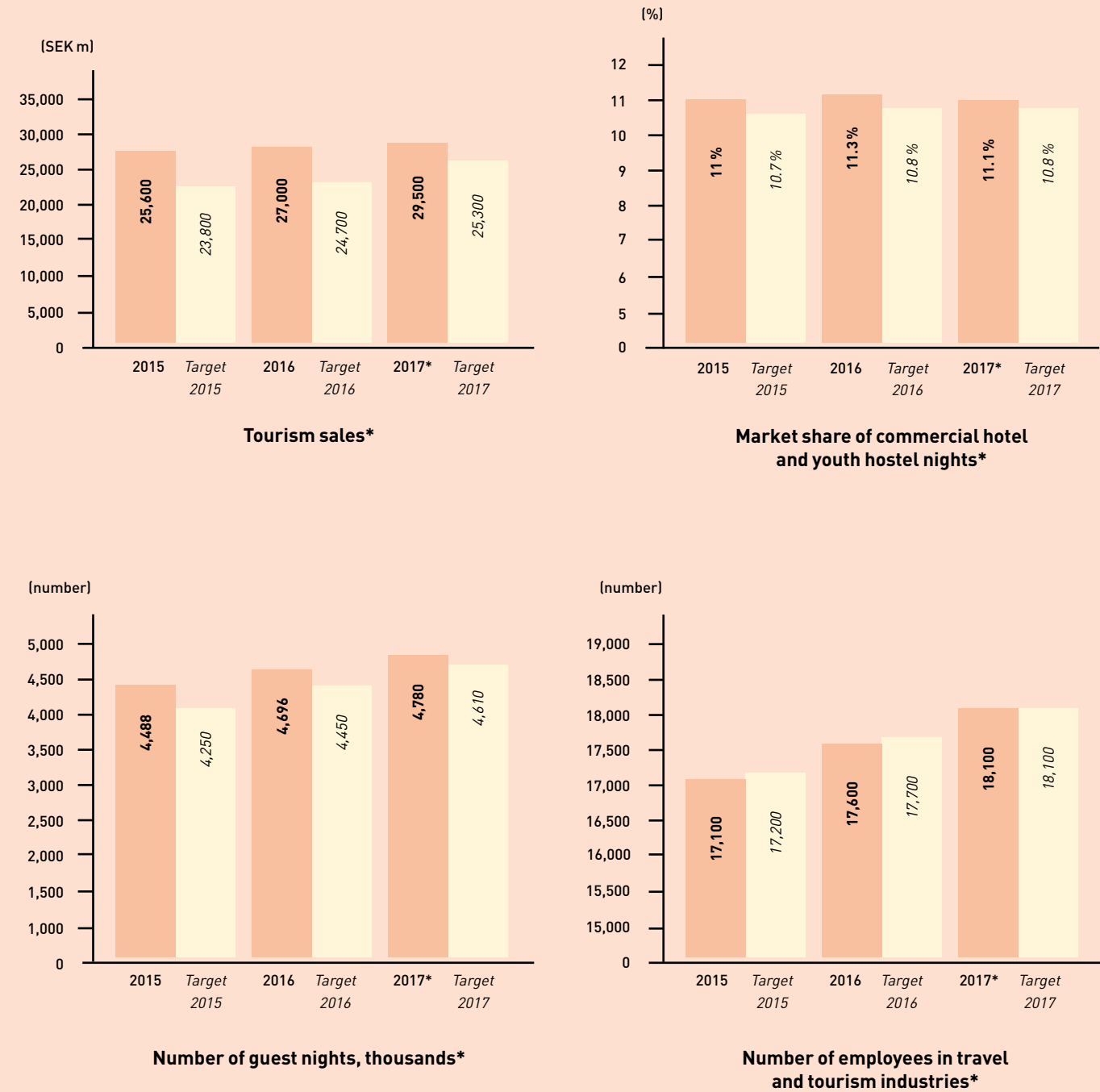
In 2017 a business plan for 2018–2020 was developed for Gothenburg as a destination. This plan is the result of a broad collaboration between industry, the city and academia. It focuses on the first three-year period going towards 2030 and the steps that need to be taken jointly by all the stakeholders involved. The business plan for the destination is based on Gothenburg’s commitment to sustainability, the vision of *Contributing to a vibrant Gothenburg*, and five main strategies. Based on this business plan, each of the industry stakeholders involved have prepared business plans for their organisations that are linked to the main strategies. Göteborg & Co has, in turn, prepared its own business plan for 2018–2020 with the aim of furthering the destination’s goals and development.

COMBATING NEGATIVE EFFECTS OF THE HOSPITALITY INDUSTRY

International research shows that increased tourism results in a higher demand for sexual services inducing prostitution and human trafficking. By using the hospitality industry’s and Göteborg & Co’s existing collaboration platforms, structural conditions can be created that promote social sustainability and help prevent trafficking and prostitution in the hospitality industry. A conference entitled “Destination Göteborg mot Människohandel” (Destination Gothenburg Against Human Trafficking) was carried out in collaboration with the Social Resources Administration in the autumn of 2017.

Another negative consequence of the hospitality industry is potential crowding of the city’s public spaces. Göteborg & Co aims to distribute the various events organised between different parts of the city, and to identify and develop new event venues and locations.

TOURISM DEVELOPMENT IN THE GOTHENBURG REGION



* Forecast figures for 2017. Outcome for other years.

BUOYANT, THRIVING INDUSTRY WITH FAVOURABLE CONDITIONS

More and more people are working in the hospitality industry, and this industry plays an important role in society. Göteborg & Co aims to make the hospitality industry stronger and more attractive by making demands on suppliers, employing sound business ethics and offering its own employees fair working conditions.

PROMOTING ETHICAL CHOICES

As a municipal company, Göteborg & Co is governed by the Public Procurement Act and the City of Gothenburg’s policy and guidelines regarding procurement and purchasing, which imposes specific sustainability requirements. These requirements include choosing services and products that cause the minimum possible environmental impact without compromising their function, and adhering to the ILO Declaration on Fundamental Principles and Rights at Work and the United Nations Convention on the Rights of the Child. When working with major service contracts and tenders, the company is required to evaluate the feasibility and suitability of offering employment to persons who have been excluded from the employment market in some way.

Wherever possible, Göteborg & Co uses the City of Gothenburg’s blanket agreements, which include requirements regarding environmental and social responsibility. In cases where the City of Gothenburg does not have a blanket agreement, Göteborg & Co carries out its own procurements of products and services. This may be done by means of advertised procurement or direct procurement, depending on the value of the goods or services to be purchased. The company aims, wherever possible, to produce its own blanket agreements. Göteborg & Co has many small suppliers from which it procures goods and services on single occasions for specific purposes. When celebrity performers or artists are engaged for an event, it is unlikely that a procurement can be carried out (artistic reasons). Whether advertised procurement or direct procurement is used, the company must adhere to City of Gothenburg’s policy. Moreover, direct procurements worth over SEK 50,000 must be documented.

Events and projects such as, for instance, the Gothenburg Culture Festival, the International Science Festival, Gothenburg Christmas City and the Volvo Ocean Race are certified with environmental diplomas, which means that their purchases must comply with certain environmental requirements. Göteborg & Co’s service procurements are generally not large enough to require environmental compliance according to the City of Gothenburg’s model.

EMPLOYMENT ISSUES AND INTERNSHIPS WITH GÖTEBORG & CO

Göteborg & Co takes on a number of interns every year from different branches of industry. The interns are taken on in different departments for varying lengths of time. Göteborg & Co took on 14 interns in 2017. Some came from high schools, polytechnic colleges and universities, while others arrived through partnerships that aim to assist groups or individuals excluded from the job market.

ANTI-CORRUPTION

Göteborg & Co complies the City of Gothenburg’s policy and guidelines regarding anti-corruption, which are formulated in line with the Swedish Anti-corruption Institute’s Code on gifts, rewards and other benefits in business. The company’s managers are trained in these issues and all employees will undergo training in ethical business practices in 2018. Risk of corruption primarily occurs in connection with business travel, business entertainment and purchasing. Spot checks are regularly carried out in these areas. During 2017, all business trips abroad were subjected to in-depth examination. This was done both to minimise risk and to make it easier for employees to make ethical choices in different situations.

HEALTHY WORKING ENVIRONMENT

A healthy working environment for all employees is crucial in order for Göteborg & Co to perform its duties satisfactorily and achieve its goals. During certain periods, there are intensive work peaks requiring a high degree of flexibility. The psychosocial working environment is at constant risk within the company. Tight deadlines and intensive work periods puts employees under stress. This is something that the company is constantly working actively to improve.

Historically, Göteborg & Co has always had low levels of sick leave. Active measures are needed to ensure this does not change. Ongoing occupational health activities include occupational inspection tours and employee reviews, while the annual employee survey assesses factors such as psychosocial working conditions. Managers and safety representatives have completed training regarding the work environment and health and safety regulations. The level of sick leave increased in the autumn 2017, causing the company to introduce a list of improvement measures. The working environment is a high-priority area.

DIVERSITY AND GENDER EQUALITY

Diversity and gender equality are central issues, both in external communications and in the company’s operations. During the annual review of the company’s diversity plan, various parameters are examined from a gender perspective to ensure that gender equality is continuously

addressed within the company. Moreover, Göteborg & Co’s employees receive regular training in non-discriminating and inclusive behaviours.

Once a year, Göteborg & Co adopts and follows a gender equality and diversity plan. The plan is based on the City of Gothenburg’s gender equality efforts and budgeting with the aim of improving equality in Gothenburg. The plan is followed up annually and the results are taken into account in the following year’s plan.

ANNUAL EMPLOYEE SURVEY

Once a year, Göteborg & Co carries out an employee survey and measures Employee Satisfaction and Sustainable Employee Motivation. Sustainable Employee Motivation is an index that the City of Gothenburg produces from the employee survey, based on nine questions regarding working environment, engagement, goals and leadership.

In the 2016 employee survey 4 % of respondents reported having suffered discrimination and harassment in the workplace (3 % by external parties). 1 % reported having suffered sexual harassment in the workplace (by users/students/clients/friend or relative). As a result of the #metoo campaign, the CEO issued a communication to all employees, clearly stating the company’s zero tolerance to sexual harassment and urging employees to report any incidents.

EMPLOYEES IN FIGURES

	2017	2016	2015
Sickness absence %	3.45%	3.4 %	2.42%
Work-related injuries, number reported*	3	3	5

** The figure for 2017 is forecast and not confirmed. The figures refer to the date the injury occurred, not when it was reported. The reported work-related injuries include sickness, work accidents and travel accidents.*

	Target 2017	2016	2015
Employee Satisfaction Index*	71	67	67
Sustainable Employee Motivation*	80	81	81

** The actual figures for 2017 are not available at the time of writing, so the target figures are shown instead.*

	Women	Men	Under 30 years	30–40 years	Over 50 years
Senior management	8	3	0	4	7
Board*	6	4	0	3	7
Board, union representatives*	0	6	0	2	4
All employees**	71	25	2	66	28

** Incl. deputies.*

*** Figures refer to permanent employees in December 2017.*

GRI INDEX

This is Göteborg & Co’s first sustainability report. Göteborg & Co will issue a sustainability report once a year. The report has been prepared in accordance with the Core option of the Global Reporting Initiative Sustainability Reporting Standards (2016), and describes Göteborg & Co’s management of key sustainability issues. More information on GRI can be found on *www.globalreporting.org*.

Göteborg & Co has prepared this report in accordance with the UN Global Compact’s ten principles for sustainable development. Reference to the principles that are also addressed in the GRI information can be found in the “Page number” column in the index below. More information on Göteborg & Co’s work to achieve compliance with the ten principles is available in the report. The company’s efforts in certain areas such as environmental management and human rights require further development next year.

GRI Standards 2016		Disclosure	Page Number	Global Compact
102 GENERAL DISCLOSURES				
ORGANISATIONAL PROFILE				
102-1	Name of the organisation	Göteborg & Co AB		
102-2	Activities, brands, products and services		p. 6–7	
102-3	Location of headquarters	Gothenburg		
102-4	Location of operations	Gothenburg		
102-5	Ownership and legal form		p. 6–7	
102-6	Markets served	Sweden and international through marketing and partnerships.		
102-7	Scale of the organisation		p. 6–7, 12	
102-8	Information on other workers	The company conducts all its operations in Gothenburg. Full-time employees (December): 96 people. Part-time employees (hourly paid employees during the year): 12 people. Average number of employees during the year: 105.	p. 23	Principle 6
102-9	Supply chain	The company had a total of 1,030 suppliers in 2017.	p. 22	
102-10	Significant changes to the organisation and its supply chain	This is the first year that the company has prepared a sustainability report.		
102-11	Precautionary principle or approach	Göteborg & Co actively strives to reduce environmental impact from its own operations as well as the operations of collaborative partners.		Principle 7 Principle 8 Principle 9
102-12	External initiatives	Global Compact		
102-13	Membership of associations	Visit Sweden, ECM – European Cities Marketing, IAEH – International Association of Event Hosts, ICCA – International Congress and Convention Association, SNCVB – Swedish Network of Convention Bureaus, GMIC Sweden, CSR Västsverige.		

GRI Standards 2016		Disclosure	Page Number	Global Compact
STRATEGY				
102-14	Statement from senior decision-maker		p. 4	
ETHICS AND INTEGRITY				
102-16	Values, principles, standards, and norms of behaviour		p. 6	
GOVERNANCE				
102-18	Governance structure		p. 6	
STAKEHOLDER ENGAGEMENT				
102-40	List of stakeholder groups		p. 8	
102-41	Collective bargaining agreements	100 %		Principle 3
102-42	Identifying and selecting stakeholders		p. 8	
102-43	Approach to stakeholder engagement		p. 8	
102-44	Key topics and concerns raised		p. 8	
REPORTING PRACTICE				
102-45	Entities included in the consolidated financial statements	Göteborg & Co AB. Subsidiaries prepare their own annual accounts. The consolidated financial statements are prepared by Göteborg Stadshus AB.		
102-46	Defining report content and topic boundaries		p. 8	
102-47	List of material topics			
102-48	Restatements of information	This is the first year that the company has prepared a sustainability report.		
102-49	Changes in reporting	This is the first year that the company has prepared a sustainability report.		
102-50	Reporting period	1 Jan. 2017–31 Dec. 2017		
102-51	Date of most recent report	This is the first year that the company has prepared a sustainability report.		
102-52	Reporting cycle	Calendar year, coinciding with financial year.		
102-53	Contact point for questions regarding the report	Katarina Thorstensson, Sustainability Officer, katarina.thorstensson@goteborg.com		
102-54	Claims of reporting in accordance with the GRI Standards		p. 24	
102-55	GRI index		p. 24–26	
102-56	External assurance	The report has not been externally assured.		

GRI Standards 2016		Disclosure	Page Number	Global Compact
TOPIC-SPECIFIC STANDARDS				
200	ECONOMIC TOPICS			
203	Indirect economic impacts			
103-1, 2, 3	Management approach		p. 6, 18–21	
203-2	Significant indirect economic impacts		p. 18–20	
205	Anti-corruption			
103-1, 2, 3	Management approach		p. 22	
205-2	Communication and training on anti-corruption policies and procedures		p. 22	Principle 10
300	ENVIRONMENTAL TOPICS			
308	Supplier environmental assessment			
103-1, 2, 3	Management approach		p. 22	
308-1	New suppliers that were screened using environmental criteria	201 new suppliers 2017, of which 11 engaged under the City of Gothenburg’s blanket agreements and the rest through direct procurement. All assessed in accordance with City of Gothenburg’s policy.	p. 22	Principle 7 Principle 8 Principle 9
400	SOCIAL IMPACT			
403	Occupational health and safety			
103-1, 2, 3	Management approach		p. 23	
403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities		p. 23	
405	Diversity and equal opportunity			
103-1, 2, 3	Management approach		p. 23	
405-1	Diversity of governance bodies and employees		p. 23	Principle 6
406	Non-discrimination			
103-1, 2, 3	Management approach		p. 23	
406-1	Incidents of discrimination and actions taken		p. 23	
413	Local community			
103-1, 2, 3	Management approach		p. 6	
413-1	Operations with local community engagement, impact assessments, and development programmes		p. 6, 12–21	Principle 1
414	Supplier social assessment			
103-1, 2, 3	Management approach		p. 22	
414-1	New suppliers that were screened using social criteria	201 new suppliers 2017, of which 11 engaged under the City of Gothenburg’s blanket agreements and the rest through direct procurement. All assessed in accordance with City of Gothenburg’s policy.	p. 22	Principle 2 Principle 3 Principle 4 Principle 5

PHOTOS

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